

## Message Text

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ACTION EB-08

INFO OCT-01 EUR-12 IO-13 ISO-00 FEA-01 AGRE-00 CEA-01  
CIAE-00 COME-00 DODE-00 FRB-01 H-02 INR-07 INT-05  
L-03 LAB-04 NSAE-00 NSC-05 PA-02 AID-05 SS-15  
STR-04 ITC-01 TRSE-00 USIA-15 PRS-01 SP-02 OMB-01  
/109 W

-----020746Z 013645 /22

R 011258Z APR 77

FM AMEMBASSY PARIS

TO SECSTATE WASHDC 1307

INFO ALL EC CAPITALS

USDEL MTN GENEVA

UNCLAS PARIS 09593

E.O. 11652: N/A

TAGS: ETRD, FR

SUBJECT: FRENCH "EXPORT USA" CAMPAIGN

1. AFTER BACKPEDALING ON ABORTIVE "BUY FRENCH"  
CAMPAIGN (PARIS 03874) INSTITUTED AT NEW YEAR, GOF  
AND FRENCH BUSINESS LEADERS ARE CURRENTLY BUILDING  
UP "EXPORT USA" CAMPAIGN AIMED AT REDUCING 10 BILLION

FRANC DEFICIT IN FRANCO/AMERICAN BILATERAL TRADE.  
SIMILAR CAMBUS BEING MOUNTED FOR GERMAN MARKET.

2. ACCORDING TO PRELIMINARY 1976 DATA, FRANCE  
SUFFERED DEFICIT OF \$908 MILLION (US FIGURES) IN  
BILATERAL TRADE WITH US LAST YEAR. USING FRENCH  
FIGURES (FRENCH EXPORTS FOB AND US ARRIVALS CIF),  
DEFICIT WAS ROUGHLY DOUBLE THAT AMOUNT. PURPOSE OF  
"EXPORT USA" CAMPAIGN IS TO INFORM FRENCH INDUSTRY  
OF US MARKET OPPORTUNITIES, ADVISE THEM AS TO BEST  
METHODS OF PENETRATION, AND OVERCOME THEIR FEARS RE  
SIZE AND REMOTENESS OF US MARKET. THUS FAR THERE HAS  
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BEEN NO DISCUSSION OF NEW SPECIAL AIDS TO EXPORTERS  
TO US BEYOND THE TRADITIONAL COMMERCIAL SERVICES  
(A LA USDOC) ALREADY IN PLACE. INTERESTING FEATURE  
HAS BEEN EMPHASIS ON NEED TO PLAN IN TERMS OF ULTIMATE  
INVESTMENT IN PRODUCTION FACILITIES IN US AS BEST  
MEANS OF PRESERVING AND EXPANDING MARKET SHARE.

3. CAMPAIGN IS SPEARHEADED BY PRIVATE CONSEIL NATIONAL DU PATRONAT FRANCAIS (NATIONAL ASSOCIATION OF MANUFACTURERS), WITH STRONG SUPPORT FROM MINISTRY OF FOREIGN TRADE AND FRENCH CHAMBER OF COMMERCE IN US. THUS FAR SEMINARS HAVE BEEN HELD IN PARIS, NANCY, ANGERS AND NANTES, ALL OF WHICH HAVE BEEN MONITORED BY EMBASSY OR CONGEN PERSONNEL, AND MORE ARE PLANNED IN OTHER REGIONAL CENTERS. MOST HAVE FEATURED FRENCH COMMERCIAL ATTACHES BROUGHT IN FROM POSTS IN US. RECENT VISIT TO US OF PATRONAT PRESIDENT CEYRAC AND UPCOMING VISIT TO MINISTER ROSSI ARE RELATED IN PART TO "EXPORT USA" EFFORT.

COMMENT: IN OUR VIEW EXHORTATIVE EXPORT DRIVE OF THIS KIND IS MUCH LESS OBJECTIONABLE THAN EARLIER FOCUS ON "BUY FRENCH" AND MERITS SYMPATHETIC RESPONSE FROM US SIDE. IN PARTICULAR IT WOULD BE UNFORTUNATE, AND MUCH RESENTED AND MISUNDERSTOOD BY FRENCH, IF WE WERE TO TAKE PROTECTIVE ACTION AGAINST LEGAL FRENCH EXPORTS AT THIS TIME IN MANNER WHICH MIGHT BE CONSTRUED AS ATTEMPT TO COUNTERACT "EXPORT USA" INITIATIVE. GAMMON.

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## Message Attributes

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**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
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**Review Markings:**  
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